

Message Text

UNCLASSIFIED

PAGE 01 OSLO 02112 280749Z
ACTION EB-08

INFO OCT-01 EUR-12 ISO-00 COME-00 TRSE-00 ICAE-00
OMB-01 /022 W
-----083712 280755Z /21
P 280630Z APR 78
FM AMEMBASSY OSLO
TO SECSTATE WASHDC PRIORITY 5729

UNCLAS OSLO 2112

E.O. 11652: N/A
TAGS: ETRD, BEXP, NO
SUBJECT: INTERAGENCY TASK FORCE TO DEVELOP A NATIONAL EXPORT
POLICY

REFS: (A) STATE 095673 (B) OSLO A-50 (1977)

1. SUGGEST CONSIDERATION OF TWO PROPOSALS IN RESPONSE
TO REF (A): "BEACHHEAD" PROGRAM TO ENCOURAGE U.S.
COMPANIES TO ENTER SELECTED TRADE FAIRS ABROAD, AND
FIELD OFFICE SUPPORT OF COUNTRY COMMERCIAL PROGRAMS.
2. BEACHHEAD PROGRAM WOULD TAKE ADVANTAGE OF SEVERAL
EXISTING USDOC PROGRAMS AND FOREIGN SERVICE POST
CAPABILITIES TO STIMULATE U.S. COMPANIES TO PARTICI-
PATE IN SELECTED FOREIGN TRADE SHOWS NOT SLATED FOR
INTERNATIONAL MARKETING CENTER PROMOTION OR OFFICIAL
USDOC PARTICIPATION.
3. BEACHHEAD PROGRAM COULD INCLUDE THESE ELEMENTS:
(A) POST NOMINATES BEACHHEAD SHOWS IN ANNUAL TRADE FAIR
MESSAGE TO USDOC. CRITERIA: GOOD SHOW FOR NEW TO MARKET
COMPANY TO INTRODUCE PRODUCTS OR SERVICES;
GOOD MARKET POTENTIAL FOR SHOW THEME PRODUCTS.
(B) USDOC SCREENS NOMINATIONS, CULLS UNSUITABLE SHOWS.
(C) USDOC PUBLISHES LIST IN COMMERCE AMERICA, CLASSI-
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 OSLO 02112 280749Z

- FYING SHOWS UNDER PRODUCT HEADINGS, AND PROMOTING
BEACHHEAD PROGRAM.
- (D) POST OR SHOW MANAGEMENT SENDS PROMOTIONAL MATERIAL
TO USDOC FOR DISTRIBUTION TO INQUIRIES AND FIELD OFFICES.
 - (E) POST PERSUADES SHOW MANAGEMENT TO ENGAGE AGENCY TO
PROMOTE SHOW IN U.S., OR
 - (F) POST URGES FAIR MANAGEMENT TO UDERTAKE DIRECT MAIL

PROMOTION, OFFERING USE POST'S U.S. TRADE DIRECTORIES TO COMPLETE MAILING LIST.

(G) IN COMMERCE PUBLICATIONS, POTENTIAL U.S. EXHIBITORS ARE URGED TO USE AGENT-DISTRIBUTOR SERVICE WELL IN ADVANCE SO EXHIBITORS CAN MEET RESPONDENTS AT FAIR.

(H) SIMILARY, EXPORT MAILING LIST SERVICE IS PROMOTED TO POTENTIAL EXHIBITORS.

(I) POST OBTAINS LIST OF U.S. EXHIBITORS FROM SHOW MANAGEMENT.

(J) POST PUBLISHES LIST, PROMOTES ATTENDANCE (WITH HELP OF OTHER POSTS IN AREA SERVED BY SHOW), WITH DIRECT MAIL, BLUE RIBBON CALLS, REP FIND ACTIVITY, ARTICLES IN TRADE PRESS, ETC. (MODEST BUDGET WOULD PERMIT ADVERTISING, SLICK PAPER FLYERS, CATALOGS.)

(K) POST HOSTS RECEPTION FOR U.S. EXHIBITORS.

(L) POST ASSISTS EXHIBITORS WITH WTDR'S, TRADE CONTACT SUGGESTIONS, ETC.

(M) POST RETAINS EXHIBITORS' CATALOGS FOR LATER INQUIRIES.

4. PROGRAM IS AIMED AT NEW TO EXPORT COMPANIES WHICH NEED TO DISPLAY THEIR PRODUCTS TO POTENTIAL AGENTS AND CUSTOMERS TO ESTABLISH A BEACHHEAD ABROAD, AND WHOSE PRODUCTS OR GEOGRAPHIC INTERESTS DO NOT MESH WITH OTHER USDOC, IMC, OR TRADE CENTER PROMOTIONS. ESTABLISHED EXPORTERS COULD ALSO BENEFIT FROM MANY ELEMENTS OF PROGRAM AND SHOULD BE ENCOURAGED TO PARTICIPATE.

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 OSLO 02112 280749Z

5. FIELD OFFICE SUPPORT OF COUNTRY COMMERCIAL PROGRAMS (FIRST SUGGESTED BY COMMERCIAL SPECIALIST ROGER OLSEN IN REF (B) ENCLOSURE) STARTS WITH USDOC PERPARING DOCUMENT LISTING TARGET INDUSTRIES AND, FOR EACH INDUSTRY, NAMES OF POSTS HAVING CCP CAMPAIGNS IN THAT INDUSTRY. FIELD OFFICES COULD USE THIS DOCUMENT IN RECRUITING AND ADVISING POTENTIAL EXPORTERS. FIRM ENTERING A FOREIGN MARKET WITH PRODUCTS RELATING TO CCP CAMPAIGN IN THAT COUNTRY WOULD KNOW THAT MARKET PROSPECTS ARE GOOD, AND THAT ITS EFFORTS WOULD GET EXTRA BOOST FROM POST'S CAMPAIGN. LIST WOULD ALSO BE OF INTEREST TO INDUSTRY ASSOCIATIONS, TRADE PUBLICATIONS, STATE TRADE PROMOTION OFFICES, AND TRADE MISSION ORGANIZERS.
LERNER

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: POLICIES, EXPORTS, INTERAGENCY COMMITTEES
Control Number: n/a
Copy: SINGLE
Draft Date: 28 apr 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978OSLO02112
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780181-1082
Format: TEL
From: OSLO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t1978045/aaaaadmb.tel
Line Count: 108
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: c95888ac-c288-dd11-92da-001cc4696bcc
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 78 STATE 95673, 78 OSLO A-50
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2946081
Secure: OPEN
Status: NATIVE
Subject: INTERAGENCY TASK FORCE TO DEVELOP A NATIONAL EXPORT POLICY
TAGS: ETRD, BEXP, NO
To: STATE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/c95888ac-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014